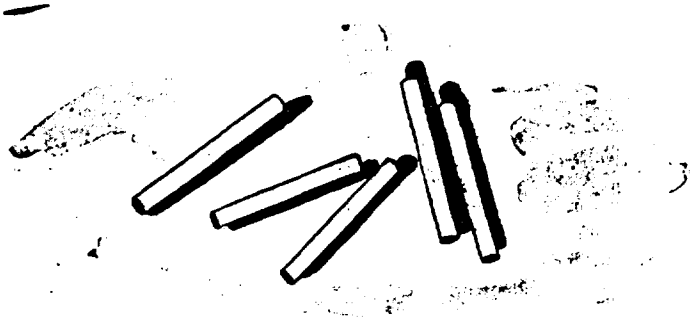
211



ALIKE TO THE EYE... *YES*

But *only* to the eye! To the sensitive tissues of the nose and throat, PHILIP MORRIS are vastly different... made differently... a cigarette proved* over and over again to be *definitely and measurably less irritating.*

Your own tests will convince you more than any printed word. Why not observe the effects of PHILIP MORRIS for yourself, on your patients who smoke?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071337

Source: https://www.industrydocuments.ucsf.edu/docs/rhlk0000 - 119